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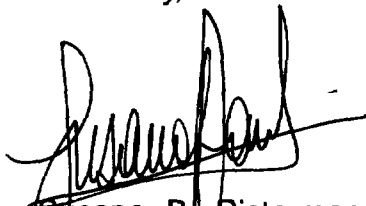
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\* That the rating board be independent from the industry and the FCC and that it include parents; and

\* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Susana B. Pisterman  
25812 Browning Pl.  
Stevenson Ranch, CA

***The Boght Hills Elementary School PTA***

Boght Hills Elementary School  
38 Dunsbach Ferry Road  
Cohoes, New York 12047

Chairman Reed Hundt and FCC Commissioners  
% Federal Communications Commission  
1919 M Street N. W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

We are writing on behalf of the National PTA and the Boght Hills Elementary School PTA to voice our opposition to the V-chip rating system as presented by Jack Valenti, Chair of the television Rating Implementation Group, on January 17, 1997. The rating symbol on the television screen does not provide sufficient content information so that parents can make decisions about what is appropriate television programming for their children.

In the fall of 1996, the National PTA conducted a comprehensive, national survey of PTA members to find out what parents want and need in a television rating system. Almost 700 parents from every state in the country completed a survey. The surveys were released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center / Roper. The surveys found that **"...62% of parents voted for a system that sheds light on program content...  
...80% of parents want separate ratings for sex, violence, and language content—not a single summary rating for programs..."** and **"...73% of Americans support a TV rating system based on program content, versus 15% that support a system like the movie system which is based on age..."**

Parents do not want the television industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program.

Any rating system without content descriptions on the screen and publicized in periodicals that carry television scheduling is useless. Premium cable channels like HBO and Showtime already use a descriptive content system as discussed in the aforementioned paragraph..

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996.

We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about the programming such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the television screen made larger, more prominently placed on the screen, and appear more frequently during the course of the program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of the parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Respectfully submitted  
by the board members of the  
Boght Hills Elementary School PTA,  
North Colonie School District, NY.

March 25, 1997  
Date

Marianne Ruberto

Mrs. Marianne Ruberto  
Co-President

Carolyn Toth

Mrs. Carolyn Toth  
Co-President

Debbie Adelman

Mrs. Debbie Adelman  
Vice President

Sue Ann Guba

Mrs Sue Guba  
Secretary

Sylvia Zima

Mrs. Sylvia Zima  
Treasurer

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the \_\_\_\_\_ (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name  
Town, State

Sandra Y. Lipina  
122 N. Windsor Dr.  
Bloomington, IL 60008

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March 26, 1997

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Chairman Reed Hundt and FCC Commissioners  
% Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:  
RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and the N.C. PTA. to voice our opinion to the V-chip rating system as presented by Jack Valenti, Chair of the I.V. Rating Implementation Group, on January 17, 1997. The Rating Symbol on the I.V. screen doesn't provide enough information to parents so that we can make sure what programs are appropriate for our children. We as parents do not want the I.V. industry to interpret what is best for our children. We as parents want to make those choices ourselves based on the content information about the program. Any rating system without content descriptions on screen and publicized in periodicals that carry I.V. scheduling is useless <sup>over</sup> →

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The FCC is required by law to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask the FCC not to approve this industry's rating system. Instead, we request the following: That under no circumstances should FCC approve the industry's rating system. Further the FCC shouldn't accept any rating system that doesn't include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

That FCC would require V-chip board big enough so parents could be able to receive more than one rating system;

That rating icon on I.V. screen be made larger, more prominently placed on screen, and appear more often during program.

That rating board be independent of the industry and FCC and that it include parents; and

That any rating systems approved by FCC be evaluated by independent research to determine if it meets the parents needs.

Thanks for the opportunity to comment on issue so important to children and families, <sup>Billy Sumner</sup> Glenda Sumner  
Charlotte, N.C.



3-25-97

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Debra Atteberry  
2281 Bolden Rd  
Irving TX 75060

Chairman Reed Hundt + FCC Commissioners  
40 FCC  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

Re: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the V-chip rating system as presented by Jack Valenti on January 17, 1997. Any rating system without content descriptions on the screen and publicized in guides that carry TV scheduling is useless.

I do not believe this system has met statutory requirements of the Telecommunications Act of 1996. I am requesting that the FCC not approve the industry rating system.

Sincerely,  
Debra Atteberry

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

March 22, 1997

I support the National PTA position advocating  
descriptive Content-based rating system. As a parent,  
I feel this is extremely important to protect our children  
from inappropriate viewing.

Sincerely,  
Maureen Kozlark  
PTA member

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

3/20/97

I support the National PTA Position  
~~advocating~~ Descriptive Context -  
Based Rating Systems —

Not Industry Proposed Age -  
Based Rating System .

Sincerely,  
Mary Jo Carroll  
PTA member

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I believe that the rating system  
for TV should be content based.

I think the icons describing  
Content should remain on the TV  
Screen throughout the program,  
including commercial time.

I agree with the National PTA  
position in this matter.

Yours truly,  
  
Mariel (Mente) W. West  
103 Jacobs Terrace  
Wichita, KS

06451-4128

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the rating system now used on the TV screen, because it does not provide sufficient content information. I support a rating system that includes such information such as V (for violence), S (for sexual depiction and nudity) and L (for language).

In addition I would like to see this rating displayed for a longer period of time and or more frequently during the program.

Sincerely,

Anne Gribben  
40 Butternut Lane  
Stratford, Ct 06497  
(member of P/TA)

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I oppose the TV rating  
system as proposed.

Instead, we need one  
that is more descriptive

Paul Huns  
11 Highwood Rd  
Westport, CT 06880  
(PTA member)

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

March 22, 1997

I oppose the TV-~~SLIP~~ rating system as proposed.

I believe we need a descriptive  
content based rating system.

Therese Duncan  
P.O. Box 703  
Kent, CT 06757

Member of  
Kent Center School PTA;  
Housatonic Community PTA

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

March 22, 1997

I oppose the Industry's proposed TV Age-Based Rating System because it allows the Industry to decide whether a program is appropriate for a particular age level.

I fully support the National PTAs recommendation of a Descriptive-Content TV Rating System. Symbols such as V- Violence; S- Sexual content and nudity; and L- Language. I agree that the degree of each category should also be indicated. Also, the icon containing the Descriptive-Content should appear more frequently than at the beginning of the program.

Wendy D. Smyth  
14 Cone St.  
Manchester, CT 06040  
member of Manchester PTA Council



DOCKETED

March 19, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET NO. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the CT PTA to voice my opposition to the V-chip rating system as presented by Jack Valenti.

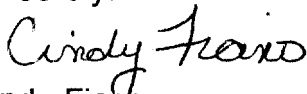
As a concerned parent, I need more information to make a better decision on what is appropriate for my children to view. Results from major surveys indicate that I am not alone in my concerns.

I strongly urge you to consider a rating system based on program content such as V (for violence), S (for sexual depiction and nudity) and L (for language).

In all fairness, the rating board should be independent of the industry and the FCC, and include parental input. In addition, this rating system should be evaluated by an independent researcher to determine if it meets the needs of parents.

Thank you for this opportunity to include parent involvement on an issue so important to our children. We must always remember that the needs of our children come first. We need to educate them - not exploit them.

Sincerely,

  
Cindy Fiano  
Bolton, CT

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

LOOKIT THE FCC RECORD

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not beleive this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- \*\* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- \*\* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*\* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \*\* That the rating board be independent of the industry and the FCC and that it include parents; and
- \*\* That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Dorothy Lynne Shurtz*

Enoch, Utah

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March 27, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Short Line PTA to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Toni L. Shaver - member of the Short Line PTA*

Your letter must be received by April 8, 1997

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

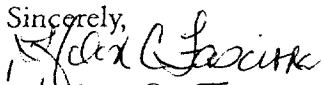
**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Royal View Elementary School PTA to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

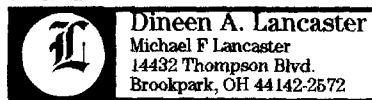
The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,  
  
Helen C. Foscione  
4458 Rayleton Rd.  
N. Rayleton, OH 44133

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am (we are) writing on behalf of the National PTA and the Lancaster Family (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless. *→ want to know about language, violence & sexual content.*

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Dineen & Michael Lancaster*

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March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. , Room 222  
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Davidson School PTA in Kansas City, Missouri, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that give parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Deana Mason*

March 24, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Hubert H. Humphrey Elementary School PTSA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

- ☐ That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- ☐ That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ☐ That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ☐ That the rating board be independent of the industry and the FCC and that it include parents; and
- ☐ That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for the opportunity to comment on an issue so important to the children and families of Hubert H. Humphrey and the nation.

Sincerely,

*Lori H. Horn*

Lori H. Horn  
PTSA President  
7305 Lew Wallace N.E.  
Albuquerque, New Mexico 87109

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March 24, 1997

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Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Kenosha PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications ACT of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Janice Schuirmann  
5938 - 83rd Street  
Kenosha, Wisconsin 53142

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Warren Twp. PTA  
Warren Central High School  
9301 E. 18th Street  
Indpls., In. 46229  
March 19, 1997.

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

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Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Warren Township PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

-- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

--That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;

--That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

--That the rating board be independent of the industry and the FCC and that it include parents; and

--That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*June E. Barron*

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